

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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MULTIMEDIA UNIVERSITY

SUPPLEMENTARY EXAMINATION

TRIMESTER 1, 2015/2016

BBS2044 – BUSINESS AND SOCIETY
(All Section / Groups)

NOVEMBER, 2015
2 Hours

INSTRUCTION TO STUDENT

1. This Question paper consists of three (3) pages with 5 structured questions only.
 2. Answer all the **FIVE** questions. Mark distribution for each question is given.
 3. Please write all your answers in the Answer Booklet provided.
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QUESTION 1

- a. Explain why ethics has become the focus of many decision makers in businesses.
(10 marks)
- b. What is the difference between internal and external stakeholders in a business environment?
(10 marks)
(Total: 20 marks)

QUESTION 2

- a. Discuss the three models of management ethics- moral, immoral, and amoral. Give example for each model.
(10 marks)
- b. What are the major abuses of advertising from your own observations and experiences? Discuss
(10 marks)
(Total: 20 marks)

QUESTION 3

- a. Technology advancement has led to Internet banking fraud. Describe the tools that can be developed by the bank to deal with this fraud.
(10 marks)
- b. What are the major strategies companies might employ towards organisational involvement in promoting green companies?
(10 marks)
(Total: 20 marks)

QUESTION 4

- a. How does business ethics relate to corporate social responsibility (CSR)?
(8 marks)
- b. Explain how corporate governance can be improved as proposed under the Sarbanes-Oxley Act 2002(SOX).
(12 marks)
(Total: 20 marks)

Continued

QUESTION 5

- a. Discuss the policy of the government in regulating the issues related to ethical use of information technology in businesses.

(10 marks)

- b. Explain how the nature of the employer-employee relationship helps to determine the extent of privacy in the workplace.

(10 marks)

(Total: 20 marks)

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